



## UNITED STATES ADVISORY COMMISSION ON PUBLIC DIPLOMACY

# 2015 Comprehensive Annual Report on Public Diplomacy and International Broadcasting

Focus on Fiscal Year 2014 Budget Data

## East Asia and the Pacific Region

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*The Views represented herein are those of the Advisory Commission on Public Diplomacy and do not necessarily reflect the views of the Commission's administrative home, the Department of State.*

# FIELD-DIRECTED ACTIVITIES



## U.S. PUBLIC DIPLOMACY IN THE EAST ASIA AND THE PACIFIC REGION

U.S. Secretary of State John Kerry and Indonesia Foreign Minister Marty Natalegawa hold a news conference after a bilateral meeting in Jakarta, Indonesia on February 17, 2014. [State Department photo/ Public Domain]

# U.S. Public Diplomacy in East Asia and the Pacific

Recognizing that what happens in Asia has a profound effect on U.S. national security, U.S. foreign policy is placing more emphasis on the economic, diplomatic and military relationships with the region, which has a population of 2.25 billion people and diverse security and economic challenges. U.S. foreign policy goals require economic, diplomatic, strategic, and people-to-people initiatives throughout the region that are especially targeted at youth. A total of 717 million young people aged 15 to 24 live in the Asia-Pacific region, comprising 60 per cent of the world's youth. In FY15, the State Department will spend \$1.4 billion for programs in the EAP region, which is up 8 percent since FY13.

The region varies greatly in connectivity and media freedoms. South Korea leads the region with 84.8 percent of the population using the internet while Burma and Timor-Leste hover around 1 percent. Media freedom also varies widely across the region. Some countries such as Australia and Japan received a Free ranking from Freedom House, but the majority received Partly or Not Free. The U.S. enjoys high favorability ratings throughout the region, according to the Pew Global Attitudes Project, with its lowest ratings in China (50 percent), Malaysia (51 percent) and Indonesia (59 percent), and its highest in the Philippines (92 percent), South Korea (82 percent), Vietnam (76 percent) and Thailand (73 percent).

U.S. public diplomacy efforts work to support foreign policy in East Asia Pacific region. As the largest economy and political power in the region, China captures a large percentage of the U.S. public diplomacy focus, although lack of support for U.S. programs there is a major impediment. Challenges to conducting U.S. public diplomacy in East Asia Pacific are due mainly to the wide geopolitical, language, level of technological development, and cultural differences between East and Southeast Asia, in addition to a lack of press freedom.

In 2014 according to Open Doors Data, 568,510 students from the EAP region studied in the U.S., which shows an 8.1 percent increase from 2013. This accounts for nearly half of all the foreign students studying in the United States. China leads the region with 274,439 students, which represents over half of the overall total for the East Asian Pacific region. During this time, the Fulbright program also awarded 692 grants to U.S. citizens to study in the EAP region and 889 grants to EAP foreign national study in the U.S.

## U.S. FOREIGN POLICY GOALS

Economic engagement is a key part of the rebalance strategy, and U.S. foreign policy promotes trade, investment and economic growth with the Trans Pacific Partnership (TPP). The U.S. also emphasizes protecting human rights and the environment, and enhancing maritime security. Foreign policy goals include working with China and allies to address North Korea's nuclear program. In addition, U.S. sees strengthening the institutions of the Asia Pacific and of the East Asian Summit, such as APEC and ASEAN, as essential to building cooperation and promoting regional peace and security.

U.S. policy in the region can be reduced to six core objectives: 1) increase trade and investment and expand broad-based economic growth to create and sustain American jobs; 2) modernize and strengthen U.S. alliances while developing ties with new partners; 3) support regional institutions that problem-solve based on internationally-recognized rules and norms; 4) ensure that U.S. military presence and security efforts in the region effectively support U.S. engagement; 5) promote democratic development, good governance, and human rights; and 6) expand people-to-people ties via public diplomacy tactics.

## U.S. PUBLIC DIPLOMACY GOALS

U.S. public diplomacy efforts work to support foreign policy in the region. The Public Diplomacy and Public Affairs Office in the East Asian and Pacific Bureau provides policy guidance and program support for public diplomacy programs to support the rebalance, improve understanding of the U.S., and advocate for U.S. priorities.

There are American and locally engaged staff at the more than 20 U.S. embassies and consulates in the region. They aim to target youth, women, and entrepreneurs in addition to journalists, civil society leaders, and academics. Primary tactics include English-language teaching, educational advising, and cultural programs to engage audiences in face-to-face activities. Much of this is done in the 87 American Spaces (libraries, cultural centers, information resource centers) in the region. Person-to-person contact and exchanges such as the Fulbright program and the International Visitor Leadership Program remain especially popular. Described more below, the Young Southeast Asian Leaders Initiative (YSEALI) was launched in 2013 to encourage a new generation of entrepreneurs and civil society leaders in the ASEAN community.

*\*See Academic Programs: Fulbright Students & Scholars (Australia, Burma, Cambodia, China, Hong Kong,*



*Indonesia, Japan, Laos, Macau, Malaysia, Mongolia, New Zealand, Philippines, Singapore, South Korea, South Pacific Island Nations, Taiwan, Thailand, Vietnam*); UGRAD East Asia (Burma, Cambodia, China, Indonesia, Laos, Malaysia, Mongolia, Philippines, South Korea, Thailand, and Vietnam); Fulbright-Fogarty Fellowships in Public Health; Teachers of Critical Languages Program (China); Critical Language Scholarship (CLS) Program (Bangla, Chinese, Hindi, Indonesian, Japanese, Korean); U.S.-South Pacific Scholarship Program; U.S.-Timor-Leste Scholarship Program; Tibetan Scholarship Program; Vietnam Economics Teaching Program; EducationUSA EAP - 194,410 in-person and around 1.16 million virtual contacts.

*\*See Professional & Cultural Programs: Youth South-East Asian Leaders Initiative; National Security Language Initiative for Youth (NSLI-Y) Chinese (Mandarin); Kennedy-Lugar Youth Exchange & Study (YES); American Youth Leadership Program; Mike Mansfield Fellowship Program (Japan); U.S. Congress-Korea National Assembly Youth Exchange; The Ngwang Choephel Fellows Program (Tibet); Japan-U.S. Friendship (CULCON); Center Stage.*

## U.S. PUBLIC DIPLOMACY SPENDING

FY 2014 U.S. Public Diplomacy Expenditures by Country/Mission

Country Name	Actual Expenditures
Japan	\$8,422,185
China	\$7,266,213
Indonesia	\$5,106,672
South Korea	\$4,145,021
Vietnam	\$2,867,814
Australia	\$2,540,844
Philippines	\$1,985,029
Thailand	\$1,858,466
Malaysia	\$1,803,970
Burma	\$1,485,045
Hong Kong	\$1,361,110
New Zealand	\$1,219,507
Singapore	\$1,100,916
Cambodia	\$711,001
Mongolia	\$473,808
Fiji	\$444,709
Laos	\$442,800*
Papua New Guinea	\$315,686
Brunei	\$243,650
Timor-Leste	\$132,154
Samoa	\$61,674
Marshall Islands	\$36,307
Micronesia	\$33,816
Palau	\$14,350

(Data in this table was provided by the Bureau and was within 3% of the data we received from the PDRP system except where noted with an asterisk.)

The majority of U.S. public diplomacy funds in FY14 went to Japan (\$8.44 million) and China (\$7.28 million), followed by Indonesia (\$5.11 million), South Korea (\$4.18 million), Vietnam (\$2.87 million), Australia (\$2.54 million), Philippines (\$1.99 million), Thailand (\$1.87 million), Malaysia (\$1.81 million), Myanmar (\$1.49 million), Hong Kong (\$1.36 million), and New Zealand (\$1.23 million). The remaining six countries, including Cambodia (\$711,196), spent less than \$1 million on public diplomacy expenditures. No public diplomacy funds were spent separately on Taiwan or North Korea. Expenditures in Japan were especially high given the high cost of living in Tokyo, numerous consulates and the need to support locally employed staff (LES) to implement a range of activities, including program support for ECA-driven activities like the Fulbright program.

## PROGRAM SAMPLE

**Young Southeast Asian Leaders Initiative (YSEALI):** Launched in 2013, the Young Southeast Asian Leadership Initiative (YSEALI) is designed to strengthen bonds with emerging leaders in Southeast Asia through U.S.-based exchanges, regional exchanges, and seed funding. YSEALI aims to enhance leadership capabilities of young people ages 18 to 35, promote ASEAN, and establish ties between the most promising up-and-coming leaders in Southeast Asia and the United States.

**YSEALI Fellowships:** These fellowships bring 500 exceptional young leaders from ASEAN countries to the United States annually for a short-term exchange to further develop their expertise in entrepreneurship and economic empowerment, environment and natural resources management, and civic engagement. In the first track, young professionals receive direct work experience during their fellowships with U.S.-based businesses, NGOs, or government offices, and are chosen through an open application process. The second track is for academic fellows who spend six weeks at a U.S. university studying and planning activities to implement upon their return home. The program cost \$12.37 million and is funded through a mix of the Educational and Cultural Exchange budget (\$1 million), Economic Support Funds, and the Diplomatic and Consular Budget. The cost per participant in FY14 was \$24,750. The request for YSEALI in FY15 is \$10 million for 250 participants in YSEALI Institutes and 250 YSEALI Professional Fellows. In addition to exchanges, YSEALI has a digital engagement platform with more than 34,000 members throughout Southeast Asia. There are also regional exchanges which have provided hands-on training to 515 members, a small-grants program and smaller Embassy-based programs to promote the goals of YSEALI.

# International Broadcasting in East Asia and the Pacific Region

The BBG uses radio, television, multimedia, social media, mobile sites and websites to reach audiences in the East Asia Pacific. Between the Voice of America and Radio Free Asia, content is produced and distributed in Burmese, Cantonese, English, Indonesian, Khmer, Korean, Lao, Mandarin, Thai, Tibetan, Vietnamese, and Uyghur.

The purpose of international broadcasting in the region is to provide domestic and international news in restrictive media environments. Programs cover local and international news, and focus on topics such as health, youth and women. Most of the services

incorporate public call-in shows to engage listeners and question local political leaders. The services reach audiences via radio, television, the Internet and social media.

Voice of America has 10 services in the East Asia and Pacific Division that cost \$35.659 million in FY 2014 with program delivery. Radio Free Asia's nine language services cost \$23.904 million (down from \$28.692 million in FY 2013) with program delivery. Program delivery costs include direct transmission via satellite; shortwave, medium wave, or FM radio; and lease payments to affiliate stations.

## VOICE OF AMERICA

Burmese, Lao, Thai, Khmer, Indonesian, Vietnamese, Cantonese, Mandarin, Tibetan, Korean

### VOA BURMESE SERVICE

FY 2014 \$2.405 million (\$2.690 million with program delivery)

**Origin:** 1943

**Delivery Method:** Radio (SW, AM, FM), Television (satellite), Social Media (YouTube, Twitter, Facebook, Blog)

**Radio Original Programming:** 17.5 hours/week

**Radio Total Broadcasting:** 31.5 hours/week

**Television Original Programming:** 3 hours/week

**Television Total Broadcasting:** 20 hours/week

VOA's Burmese service targets Burma and parts of Thailand. BBG research shows that in 2014, radio reach was 7 percent of the population and television reached 1 percent. VOA broadcasts daily news inside Burma and covers a variety of topics including U.S. politics, science, technology and sports. The government in Burma has begun to ease control over the media, but state-owned broadcasters remain censored. VOA plans to continue an across-the-border affiliation with FM radio stations and a cable distributor in Thailand. Sample programs include: "American Idioms," a daily morning segment that explains popular American idioms; "Burma News Update," a 30-minute morning news program that airs Monday through Friday; and "Burma TV Magazine," a 30-minute Saturday television program providing interviews and entertainment news.

### VOA LAO SERVICE

FY 2014 \$693,000 (\$725,000 with program delivery)

**Origin:** 1962

**Delivery Method:** Radio (SW, MW, and cross border FM affiliates), Website and Mobile Site, Social Media

**Radio Programming:** 3.5 hours per week

**Radio Total Broadcasting:** 3.5 hours/week

BBG research from 2012 shows that VOA Lao has a weekly reach of 1.8 percent of the population in Laos and Lao-speaking people living in northeastern Thailand. The broadcasts can be heard on shortwave, medium wave, local FM affiliate stations, and the Internet. VOA programs provide news and information about Laos, the world, the United States. VOA Lao serves as a resource for information on emergency or critical situations developing in the country and reports on Lao government activities, including inefficiency, lack of accountability and corruption, which are not reported on in government-controlled media. The Lao service also provides information on education for isolated minority audiences in remote areas of the country. VOA Lao programs have also been rebroadcast on Lao National Radio, and the service's feature stories have run in newspapers and magazines in the capital city of Vientiane.

### VOA THAI SERVICE

FY 2014 \$683,000 (no additional program delivery costs)

**Origin:** 1962 (also on air 1942-1958)

**Delivery Method:** Cable Television; Radio (FM affiliates); Website and Mobile Site; Social Media; SMS

**Radio Original Programming:** 8.7 hours/week

**Radio Total Broadcasting:** 8.7 hours/week

**Television Original Programming:** .28 hours/week

**Television Total Broadcasting:** .28 hours/week

VOA Thai Service operates an affiliate-based strategy, which places programs on FM radio and TV

affiliates in the country. BBG research shows that VOA Thai reaches 3.6 percent of the population weekly via radio and 3.6 percent weekly via television. Some of the Thai service affiliates broadcast in the predominantly Muslim south, where more than 4,000 people have been killed since 2004 by separatists who want to establish an Islamic State. Sample programs include: “Hotline News from VOA Washington,” a live news program on world news, U.S. government and economic policies, U.S. relations with Asian countries, and segments on business, science and medicine, and social issues; “Weekend with VOA,” a 30-minute talk show summarizing important events of the week; “English American Style,” a Sunday show that teaches American idioms; and “Report from America,” a show covering U.S.-Thai relations and reports on the Thai diaspora.

### VOA VIETNAMESE SERVICE

FY 2014 \$1.524 million (\$1.544 million with program delivery)

**Origin:** 1951 (also on air 1943-1946)

**Delivery Method:** Television (satellite), Radio (MW, satellite), Website and Mobile Site, Social Media

**Radio Original Programming:** 10.5 hours/week

**Radio Total Broadcasting:** 10.5 hours/week

**Television Original Programming:** 1 hour/week

**Television Total Broadcasting:** 1 hour/week

VOA Vietnamese broadcasts news about Vietnam, the United States, and the world via television, radio and the Internet. It provides Vietnamese audiences with professional news in a market where media are state-owned and tightly controlled. VOA journalists engage with audience members through blogs, social media, RSS feeds, and an e-newsletter. The site also provides proxies to social media sites and other activist and dissident websites that are blocked by the government. Research shows that 72 percent of the service’s audience is between the ages of 15 and 44. In addition, VOA has more than 132,500 subscribers on YouTube with an average of 185,000 views per day over the last year. Sixty-four percent of VOA’s monthly users say a main reason they access VOA content is to get news about Vietnam they can’t get from other sources, while half (51 percent) say it is to get international news that is unavailable elsewhere. Sample programs include: “Focus on Vietnam,” a Monday to Friday program featuring interviews with newsmakers about Vietnam issues; “Viet Youth Roundtable,” a weekly program for Vietnamese youth worldwide to discuss current affairs; and “VOA Express,” a live video webcast on YouTube and also on satellite with phone interviews and video footage obtained from on-the-ground sources. The VOA Vietnamese website also provides breaking world news; a “Vietnam in the Media” news report; blogs covering politics, economics, world travel, and literature; and English language learning shows.

### VOA KHMER SERVICE (CAMBODIA)

FY 2014 \$1.902 million (\$2.069 million with program delivery)

**Origin:** 1962 (also on air 1955-1957)

**Delivery Method:** Radio (SW, AM, FM affiliates), Television, Website and Mobile Site, Social Media

**Radio Original Programming:** 10.5 hours/week

**Radio Total Broadcasting:** 10.5 hours/week [Does not include 14 hours/week of affiliate replays of VOA Khmer programming]

**Television Original Programming:** 1.5 hours/week

**Television Total Broadcasting:** 1.5 hours/week [Does not include 1 hour/week of affiliate replay of VOA Khmer programming]

VOA Khmer served as a reliable voice on the airwaves during three decades of war and turmoil, and the service now reaches its audience in Cambodia on radio, TV, and the Internet. BBG research from 2014 shows that VOA Khmer reaches 17.4 percent of the population via radio on AM, shortwave, and FM affiliate stations and 8.5 percent of it via television. News focuses on information about the United States and Cambodia, in addition to coverage on sensitive Cambodian issues that local media tend to avoid such as land grabs, corruption, judicial reform, and human rights abuses. VOA Khmer TV programs air on two of the main TV stations in Cambodia, CTN and TVK. Sample programs include: “Washington Today,” a daily TV news segment covering U.S. news; “Discovering,” a collection of five international news stories aired each week on the Cambodian national television station, TVK; “TV Special English,” a four-minute special report on health, agriculture and economics that airs five times a week, and explains key English terms; “Hello VOA,” a 30-minute live radio call-in talk show, airing Monday and Thursday evenings, featuring guests from NGOs, the government, businesses and universities.

### VOA INDONESIAN SERVICE

FY 2014 \$5.591 million (no additional program delivery cost)

**Origin:** 1942

**Method:** Radio (FM affiliates), Television (national and regional affiliates), Website and Mobile Site, Social Media

**Radio Original Programming:** 53.1 hours/week

**Radio Total Broadcasting:** 74.68 hours/week

**Television Original Programming:** 3.73 hours/week

**Television Total Broadcasting:** 3.73 hours/week

VOA’s Indonesian Service targets politically engaged Indonesians under age 40, which is roughly 100 million people. According to 2014 BBG research, VOA Indonesian reaches roughly 30 million people, or 18.2 percent of the adult population. It works through more than 300 FM/AM, TV and web affiliates. The service aims to complement Indonesian media with professional news and information to support Indonesia’s young democracy. The service has 1.2 million fans



on its frequently updated Facebook page and more than 47,000 followers on Twitter. Other international broadcasters including BBC, Deutsche Welle and Radio Nederland have cut back programming in Indonesian while China Radio International has expanded its efforts in Indonesia. Sample programs include: “VOA Aje,” a short insert on life in America for one of Jakarta’s top stations, Bens Radio; “Start Your Day with VOA,” a 30-minute morning news program for the Sindo Radio Network; “VOA DC,” a one-hour popular culture and news program; and “Our World,” a weekly half-hour human interest TV magazine aired by the local affiliate, Metro TV.

### VOA CANTONESE SERVICE

FY 2014 \$978,000 (\$1.006 million with program delivery)

**Origin:** 1987 (also on air 1941-1945 and 1949-1963)

**Delivery Method:** Radio (SW, MW, and affiliates in Hong Kong and Australia), Satellite Television, Website and Mobile Site, Social Media

**Radio Original Programming:** 14.17 hours/week

**Radio Total Broadcasting:** 27.5 hours/week

**Television Original Programming:** .5 hours/week

**Television Total Broadcasting:** 1.1 hours/week

The VOA Cantonese Service reaches an audience of elite entrepreneurs, businessmen, soldiers and students, as well as aspiring rural residents, who either do not understand Mandarin well or prefer their native dialect. The service also reaches Cantonese speakers in Hong Kong, Macau, Vietnam, Australia, and other Chinese communities where Cantonese is more widely spoken than Mandarin. VOA’s China Branch also provides popular English-language learning programs, and daily e-mail newsletters to Cantonese speakers. It offers audiences news with a broad range of views that are unavailable on Chinese state media and provides information that the average Chinese can use to build a civil society. Sample programs include four-minute headline news segments every half hour, with world, regional, and local developments, and “American Report,” a weekly TV feature on American life that airs on local stations throughout Guangdong province and Hong Kong.

### VOA MANDARIN SERVICE

FY 2014 \$11.234 (\$14.310 million with program delivery)

**Origin:** 1941

**Delivery Method:** Radio (SW, Satellite, Satellite with pictures), Satellite Television, Website and Mobile Site, Social Media

**Radio Original Programming:** 35 hours/week

**Radio Total Broadcasting:** 112 hours/week

**Television Original Programming:** 14 hours/week

**Television Total Broadcasting:** 24 hours/week

VOA Mandarin provides news and feature reports that aim to counter Chinese government propaganda,

providing Chinese audiences with alternative viewpoints, and promote America’s democratic beliefs, institutions and way of life. VOA’s China Branch provides Mandarin and Cantonese language radio and television programming, as well as online content including podcasts. It also provides popular English-language learning programs, and daily e-mail newsletters. VOA offers audiences in China, Taiwan, Singapore, Hong Kong, and other regions news with a broad range of views that are unavailable on Chinese state media. Sample programs include: “VOA Weishi,” a two-hour daily television news program with segments that explain American society, institutions and ideals, in addition to China-related reporting and discussions on social media that are blocked by the Chinese firewall; “U.S.-China Report,” a 25-minute Monday through Friday program on U.S.-China relations; “Issues and Opinions,” a 60-minute live television/radio news simulcast, four days a week; “History’s Mysteries,” a 50-minute program that highlights political and social events in Chinese history; and “Strait Talk,” a weekly 60-minute television talk show on China-Taiwan relations, co-produced with Taiwan affiliate BCC.

### VOA TIBETAN SERVICE

FY 2014 \$3.224 million (\$3.430 million with program delivery)

**Origin:** 1991

**Delivery Method:** Radio (SW, Satellite), Television (Satellite), Website and Mobile Site, Social Media

**Radio Original Programming:** 42 hours/week

**Radio Total Broadcasting:** 70 hours/week

**Television Original Programming:** 3 hours/week

**Television Total Broadcasting:** 24 hours/week

VOA Tibetan audiences are located in Tibet, in the ethnic Tibetan regions of China in Qinghai, Sichuan, Gansu, and Yunnan, as well as in Bhutan, Nepal, and India, where Tibetan speakers live. VOA Tibetan reaches its target audience on television, radio and the Internet with news and features unavailable to Tibetans through state-controlled Chinese media. VOA offers critical discussions on important issues and provides information and expertise that help support the development of civil society. Sample programs include: “Kunleng,” a twice-weekly, one-hour news and interview program highlighting social and cultural trends, economic and environmental concerns, and political developments in Tibet and China; “Youth & Education,” a radio call-in show; “Table Talk,” an audio interview program with newsmakers, writers, artists, entrepreneurs, educators and politicians; “Phayul Lengthig,” a call-in program focusing on cultural life inside Tibet; “Tibet in Review,” a feature program that takes an in-depth look at news stories; and “VOA Interviews,” a 15-minute TV program optimized for mobile devices that speaks with successful, innovative and creative Tibetans around the world who can act as role models for young people in the target region.

## VOA KOREAN SERVICE

FY 2014 \$2.659 million (\$3.611 million with program delivery)

**Origin:** 1942

**Delivery Method:** Radio (SW, MW, Satellite), Website and Mobile Site, Social Media

**Radio Original Programming:** 42 hours/week

**Radio Total Broadcast:** 42 hours/week

VOA's Korean Service broadcasts information about events in North Korea, South Korea, the United States, and the world, including international reactions to human rights conditions in North Korea and North Korean nuclear and missile programs. It aims to serve an audience that has no freedom of speech, press, or assembly. The service targets the elites in North Korea

and informs them about U.S. policy toward North Korea and closely covers activities of U.S. government officials and members of Congress. The service also dispels systematic propaganda against the United States imposed by the North Korean government. Sample programs include: "VOA News Today," a daily news program, focuses on current events, and trends affecting North Korea; "News Focus," a weekly program, reviews the week's top news stories; "Radio World," a daily program that includes history, education, stories of world leaders, science, business, and culture; "Current Affairs Wide," a 45-minute weekly show featuring the major news and analysis in the Korean peninsula and the United States.

## RADIO FREE ASIA

Burmese, Cambodian, Lao, Vietnamese, Mandarin, Cantonese, Uyghur, Korean, Tibetan

NOTE: All radio broadcast hours below exclude broadcasts on affiliates, like the Khmer program on Beehive Radio.

### RFA'S BURMESE SERVICE

FY 2014 \$1.692 million (\$2.136 million with program delivery)

**RFA's Yangon Office:** FY14 \$377,000

**Origin:** 1997

**Delivery Method:** Radio (SW, MW, Cross-border and local FM), Satellite Television, Website and Mobile applications,

**Radio Original Programming:** 14 hours/week

**Radio Total Broadcast:** 28 hours/week

**Television Original Programming:** 3 hours/week

**Television Total Broadcast:** 10.5 hours/week

RFA plays a critical role in monitoring the implementation of political, economic and other reforms following more than five decades of harsh military rule. Many of the reforms have stalled as the country braces for what could be its first free elections since the junta gave up power in 2011. RFA's Burmese Service exposes abuses of power in land confiscation and highlights ethnic minority, environmental, and media freedom issues, including the harassment of journalists. RFA provides top news in seven ethnic languages and is increasingly accessed throughout the provinces. It is the only international broadcaster with a regular Q&A program with opposition leader and Nobel laureate Aung San Suu Kyi. Other sample programs include political satire ("Jambon Says") and a weekly news analysis roundtable. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts (with stores on iTunes and Google Play), and Tunein.

### RFA'S CAMBODIAN SERVICE (KHMER)

FY 2014 \$789,000 (\$964,000 with program delivery)

**RFA's Phnom Penh Office:** FY 2014 \$446,000

**Origin:** 1997

**Delivery Method:** Radio (SW, FM affiliates), Video (webcast), Website and Mobile applications, Social Media

**Radio Original Programming:** 14 hours/week

**Radio Total Broadcast:** 14 hours/week

**Television Original Programming:** 35 minutes/week of web TV

**Television Total Broadcast:** 35 minutes/week of web TV

RFA's Cambodian Service is a watchdog for ordinary Cambodians and aims to provide a neutral voice on political issues and to expose abuses of power, including extrajudicial killings and land grabs, as well as corruption, labor disputes and judicial actions targeting human rights defenders. Cambodians rely on RFA as a key provider of information. Most papers, all the TV stations, and almost all radio are controlled or influenced by the ruling party. Sample programs include: "Daily Hot News," covering corruption, land grabs, and similar stories; and "Roundtable" featuring topical discussions and interviews on religion, Khmer Krom, health, women's issues and youth trends. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts, and Tunein.

### RFA'S LAO SERVICE

FY 2014 \$1.143 million (\$1.214 million with program delivery)

**RFA Bangkok Office:** FY 2014 \$242,000

**Origin:** 1997

**Delivery Method:** Radio (SW, cross-border FM affiliates, Satellite), Website and Mobile applications, Social Media

**Radio Original Programming:** 7 hours/week

**Radio Total Broadcast:** 14 hours/week

**Television Original Programming:** 1 hr/week of web TV

**Television Total Broadcast:** 1 hour/week of web TV



RFA provides Laotian audiences with news on issues and events that are censored by the domestic media. The Lao government is accused of severely restricting fundamental rights amid concerns over forced disappearances and crackdown on freedom of expression and association. The media in Laos is mostly government controlled and the authorities bar reporting of issues it considers contrary to undefined “national interests” or “traditional culture and dignity.” Primary sources of information are Thai stations, China Radio International, and Voice of Vietnam, which broadcast in Lao but keep away from controversial issues, including land grabs, corruption, human rights abuses and environmental degradation. Sample programs include: “Weekly Women and Children;” “Weekly Listeners’ Corner;” “Weekly Lao Language,” which was used before the communist regime took power in 1975; and the “Weekly Call-in Show.” Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts, and Tunein.

### **RFA'S VIETNAMESE SERVICE**

**FY 2014 \$1.596 million (\$1.792 million with program delivery)**

**Origin:** 1997

**Delivery Method:** Radio (SW, MW, satellite), Video Webcasts, Website and applications, Social Media

**Radio Original Programming:** 14 hours/week

**Radio Total Broadcast:** 14 hours/week

**Television Orig. Programming:** 10 newscasts/week on webTV

**Television Total Broadcast:** 10 newscasts/week on webTV

RFA provides an outlet for uncensored news on domestic issues in Vietnam, where the communist government suppresses virtually all forms of political dissent through a broad array of repressive measures. On shortwave, RFA provides information for those without access to other media, as well as traditional SW users. On the web, RFA provides material for online discussions that provide an alternative viewpoint, especially via blog discussions. As Vietnam cracks down on dissidents, bloggers, religious minorities and activists, RFA's consistent provision of banned news ensures that the thoughts of censored bloggers live on in RFA's reporting, analysis and repostings, and that important discussions are not stifled. Sample programs include an economic forum, life and health issues, and discussions on arts and culture, science and technology, and the environment, and insight into the lives of the Vietnamese diaspora. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts (with stores on iTunes and Google Play), and Tunein.

### **RFA'S MANDARIN SERVICE**

**FY 2014 \$4.513 million (\$6.072 million with program delivery)**

**RFA's Hong Kong Office:** FY 2014 \$466,000 (Mandarin and Cantonese)

**RFA's Taipei Office:** FY 2014 \$122,000

**Origin:** 1996

**Delivery Method:** Radio (SW, MW, Satellite), Video Webcasts, Website and applications, Social Media

**Radio Original Programming:** 30 hours/week

**Radio Total Broadcast:** 84 hours/week

**Television Original Programming:** 3.5 hours/week

**Television Total Broadcast:** 14 hours/week

RFA's Mandarin Service breaks sensitive news stories, investigates corruption and abuse of power, provides a forum for free discussion and presents analysis of news that is banned in China. RFA allows censored content to live on digitally and on the air waves. The Mandarin service engages China's social media spaces, such as Weibo and QQ, which has facilitated communication and supplied news tips. RFA aims to help build Chinese civil society, provide a model free press, and increase coverage of China's NGO efforts and achievements, which can offer an alternative vision in this Chinese society. It also provides a forum for inter-ethnic understanding. Sample programs include: “APR PM,” which focuses on breaking stories on rights related issues such as church demolitions, lawyer arrests, land grab clashes and mass protests; “APR AM,” which focuses on current affair analysis such as South China Sea dispute, China's volatile stock market, China's media/Internet censorship, among other topics; and RFA call-in shows that take calls from listeners inside China. The service also has in-depth feature shows focusing on women's and children's issues, and historical events that have been intentionally covered up and ignored by the ruling Chinese Communist Party. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts, and Tunein.

### **RFA'S CANTONESE SERVICE**

**FY 2014 \$991,000 (\$1.060 million with program delivery)**

**Origin:** 1998

**Delivery Method:** Radio (SW and Satellite), Video Webcasts, Website and applications, Social Media

**Radio Original Programming:** 9 hours/week

**Radio Total Broadcast:** 14 hours/week

**Television Original Programming:** 30 minutes/week

**Television Total Broadcast:** 10.5 hours/week

RFA Cantonese breaks sensitive news stories and specializes in issues in Cantonese speaking areas, including in Hong Kong where the people have demanded full democracy in a 2017 election for the city's leaders. China's largest factory centers in and around the Pearl River Delta are also a focus of RFA coverage. Among issues highlighted are those relating to China's rapid economic change, including environmental problems, land grabs, public health issues, corruption, and labor, which can often be banned from local coverage or censored by the Chinese Internet firewall. RFA Cantonese publishes and verifies netizen content before it

is deleted by the authorities, allowing censored content to live on digitally and on the air waves. Like RFA Mandarin, the service engages China's social media spaces, such as Weibo and QQ, which facilitate communication with netizens and provide news leads. Sample programs include daily news covering demonstrations, labor issues, land grabs, corruption, and more; news features on such issues as food safety and toxic waste; and call-in shows and talk shows on current affairs. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts, and Tunein.

### **RFA'S UYGHUR SERVICE**

**FY 2014 \$1.208 million (\$1.659 million with program delivery)**

**Origin:** 1998

**Delivery Method:** Radio (SW and Satellite), Video Webcasts, Website and applications, Social Media

**Radio Original Programming:** 7 hours/week

**Radio Total Broadcast:** 14 hours/week)

**Television Orig. Programming:** 10 min/week on webTV

**Television Total Broadcast:** 10 minutes/week on webTV

RFA is a key channel of uncensored local and international news in the Uyghur language inside the Xinjiang region in China. It focuses on breaking news on Uyghur dissent, crackdowns, detentions and human rights abuses amid Beijing's ongoing "strike hard" campaign following a string of violent incidents that has left hundreds dead in recent years. RFA's Uyghur Service is also a forum for Uyghurs throughout the world to share their concerns and gives this ethnic Muslim minority a resource to engage with the global community. Reports on Uyghur history, language and culture through RFA programming are aimed at educating younger Uyghurs about what it means to be Uyghur. It also provides a forum for inter-ethnic understanding for Han Chinese, Tibetans and Uyghurs to better understand the issues of China's ethnic minorities. Sample programs include daily news; news analysis; and features on women, health, environment, human rights, exile communities, education, culture, history, and Uyghur literature. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts, and Tunein.

### **RFA'S KOREAN SERVICE**

**FY 2014 \$2.221 million (\$3.342 million with program delivery)**

**RFA Seoul Office:** FY 2014 \$450,000

**Origin:** 1997

**Delivery Method:** Radio (SW, MW, and Satellite), Website and applications, Social Media

**Radio Original Programming:** 24.5 hours/week

**Radio Total Broadcast:** 35 hours/week

RFA provides uncensored news and commentary about North Korea to the people of the tightly ruled state. It offers a platform for North Koreans to voice their experiences and thoughts on the air. RFA provides breaking news on key events inside North Korea and

also perspectives from the North Korean diaspora. Increasingly, RFA's Korean Service is providing cultural information, especially news about the thriving cultural world in South Korea. RFA plans to explore more deeply the implications of North Korea's dependence on China and China's role in North Korea. Sample programs include North Korea's human rights and other domestic issues; personal experiences of defectors based in South Korea and other countries; IT and mobile communications in North Korea; and trends/hot issues in South Korea. RFA has more than a dozen North Korean defectors contributing programs relevant to people in the hard-line communist state. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts, and Tunein.

### **RFA'S TIBETAN SERVICE**

**FY 2014 \$3.888 million (\$5.665 million with program delivery)**

**RFA Dharamsala Office:** FY 2014 \$13,000

**Origin:** 1996

**Delivery Method:** Radio (SW, Satellite), Website and applications, Social Media

**Radio Original Programming:** 35 hours/week

**Radio Total Broadcast:** 70 hours/week

**Television Original Programming:** 1.5 hours/week

**Television Total Broadcast:** 14 hours/week

RFA provides uncensored Tibetan news in all three Tibetan dialects to the people in the Tibet Autonomous Region and Tibetan-populated areas in Chinese provinces. It features breaking news on human rights abuses, dissent, crackdowns, detentions and the wave of self-immolations aimed at protesting Chinese rule. RFA is an authoritative source of news about Tibet for the international media. The RFA Tibetan Service also works to preserve Tibetan history, language, and culture through programming aimed at educating younger Tibetans and acts as a forum for Tibetans worldwide to share their concerns. RFA strives to counter the isolation of Tibetans from one another and from their own historical culture, providing connection to disenfranchised Tibetans. The service also plays a critical role in countering Chinese official propaganda relating to Tibetan issues. In addition, RFA provides a neutral forum for inter-ethnic understanding where Han Chinese, Tibetans and Uyghurs can better grasp the issues facing China's ethnic minorities. Sample programs include daily morning and evening news programs, talks shows, lectures by the Dalai Lama. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts, and Tunein.

# COUNTRY PROFILES

## **EAST ASIA AND THE PACIFIC REGION COUNTRY BY COUNTRY PROFILES**



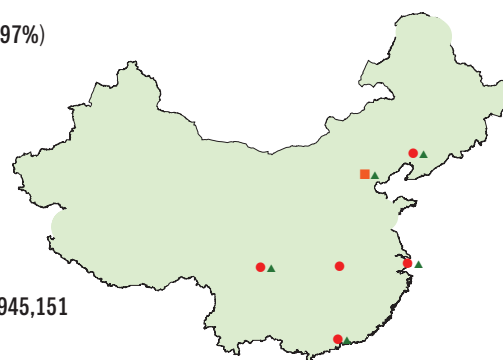
# China

## DEMOGRAPHICS

Geographic area (sq. km.): 9388211  
 Population: 1364270000  
 Below 24 yrs. old: 31.80%  
 Refugee population: 301047  
 Urban population: 54%  
 GDP/capita: \$7,594  
 Unemployment: 5%  
 Below poverty line: 6% (2013)

## COMMUNICATIONS AND LITERACY

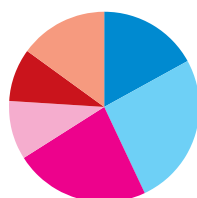
FH Media Freedom: Not Free  
 Internet users/100 people: 45.8  
 Mobile phones/100 people: 89  
 Literacy: (2010) 95% (F: 93%, M: 97%)  
 Avg. years of education: 13 (F: 13, M: 13)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$6,383,297 FY14 ACTUAL: \$7,281,588 FY15 PLANNED: \$6,945,151

### Total PD Spending by Theme



### Top Spending by Activity

Cultural Programs (Post Generated)	\$2,955,072
Support for Mission Initiatives	\$962,506
Educational Advising & Promoting	\$698,482
Study in the U.S.	
Media/Press Activities	\$539,747
Supplementing ECA Programs	\$306,829

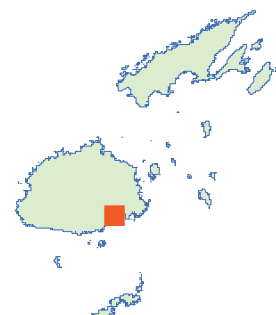
# Fiji

## DEMOGRAPHICS

Geographic area (sq. km.): 18270  
 Population: 887027  
 Below 24 yrs. old: 45.30%  
 Refugee population: 5  
 Urban population: 53%  
 GDP/capita: \$4,543  
 Unemployment: 8%  
 Below poverty line: 31% (2009)

## COMMUNICATIONS AND LITERACY

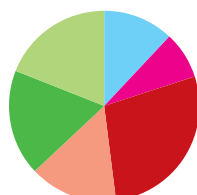
FH Media Freedom: Partly Free  
 Internet users/100 people: 37.1  
 Mobile phones/100 people: 106  
 Literacy: (No Data)  
 Avg. years of education: 16



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$411,673 FY14 ACTUAL: \$447,397 FY15 PLANNED: \$327,343

### Total PD Spending by Theme



### Top Spending by Activity

Other	\$245,347
American Spaces (not centers)	\$52,869
Cultural Programs (Post Generated)	\$28,129
Media/Press Activities	\$20,704
Digital Outreach	\$17,289

### Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

### Map Key

Embassy	Consulate
American Space	

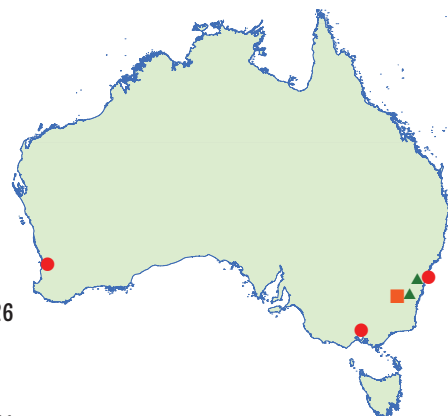
# Australia

## DEMOGRAPHICS

Geographic area (sq. km.): 7682300  
 Population: 23490736  
 Below 24 yrs. old: 31.30%  
 Refugee population: 34503  
 Urban population: 89%  
 GDP/capita: \$61,887  
 Unemployment: 6%  
 Below poverty line: NA%

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Free  
 Internet users/100 people: 83  
 Mobile phones/100 people: 107  
 Literacy: (No Data)  
 Avg. years of education: 20 (F: 20, M: 19)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$2,522,642 FY14 ACTUAL: \$2,541,407 FY15 PLANNED: \$2,297,826

### Total PD Spending by Theme



### Top Spending by Activity

Cultural Programs (Post Generated)	\$786,941
Digital Outreach	\$306,170
Media/Press Activities	\$247,151
Support for Mission Initiatives	\$238,630
Speaker Programs (Post Generated)	\$167,442

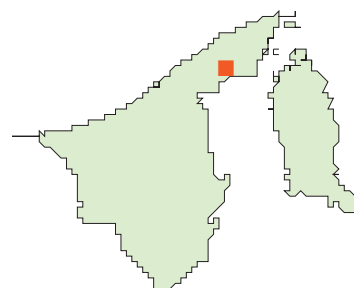
# Brunei

## DEMOGRAPHICS

Geographic area (sq. km.): 5270  
 Population: 423205  
 Below 24 yrs. old: 41.50%  
 Refugee population:  
 Urban population: 77%  
 GDP/capita: \$40,776  
 Unemployment: 4%  
 Below poverty line: NA%

## COMMUNICATIONS AND LITERACY

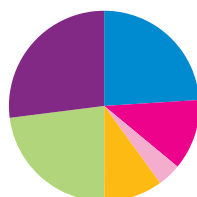
FH Media Freedom: Not Free  
 Internet users/100 people: 64.5  
 Mobile phones/100 people: 112  
 Literacy: (2012) 95% (F: 94%, M: 97%)  
 Avg. years of education: 15 (F: 15, M: 14)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$202,030 FY14 ACTUAL: \$243,942 FY15 PLANNED: \$269,000

### Total PD Spending by Theme



### Top Spending by Activity

Support for Mission Initiatives	\$48,613
Educational Advising & Promoting Study in the U.S.	\$42,975
Cultural Programs (Post Generated)	\$29,113
Media/Press Activities	\$27,822
Post-Generated Exchanges	\$25,462

### Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

### Map Key

Embassy	Consulate
American Space	

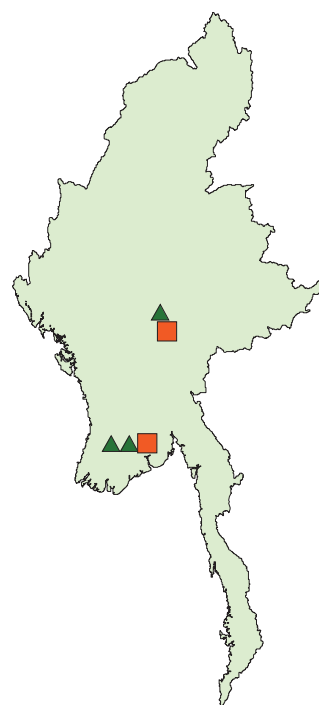
# Burma

## DEMOGRAPHICS

Geographic area (sq. km.): 653290  
 Population: 53718958  
 Below 24 yrs. old: 44.70%  
 Refugee population:  
 Urban population: 34%  
 GDP/capita: \$1,198  
 Unemployment: 3%  
 Below poverty line: 33% (2007)

## COMMUNICATIONS AND LITERACY

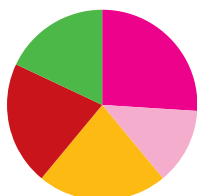
FH Media Freedom: Not Free  
 Internet users/100 people: 1.2  
 Mobile phones/100 people: 13  
 Literacy: (2012) 93% (F: 90%, M: 95%)  
 Avg. years of education: 9



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$940,254 FY14 ACTUAL: \$1,487,365 FY15 PLANNED: \$866,599

### Total PD Spending by Theme



### Top Spending by Activity

Media/Press Activities \$386,287  
 American Spaces (not centers) \$250,470  
 Support for English Language \$203,100  
 Teaching/Learning  
 Support for Mission Initiatives \$186,095  
 Supplementing ECA Programs \$148,010

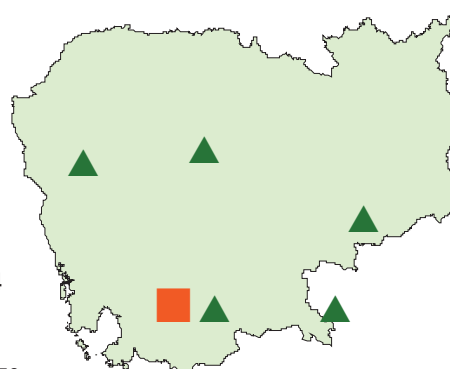
# Cambodia

## DEMOGRAPHICS

Geographic area (sq. km.): 176520  
 Population: 15408270  
 Below 24 yrs. old: 52.10%  
 Refugee population: 68  
 Urban population: 21%  
 GDP/capita: \$1,084  
 Unemployment: 0%  
 Below poverty line: 18% (2012)

## COMMUNICATIONS AND LITERACY

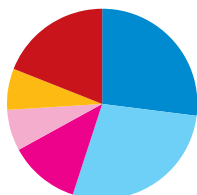
FH Media Freedom: Not Free  
 Internet users/100 people: 6  
 Mobile phones/100 people: 134  
 Literacy: (2009) 74% (F: 66%, M: 83%)  
 Avg. years of education: 11 (F: 10, M: 12)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$570,349 FY14 ACTUAL: \$711,196 FY15 PLANNED: \$521,594

### Total PD Spending by Theme



### Top Spending by Activity

Support for Mission Initiatives \$207,250  
 American Spaces (not centers) \$102,832  
 Supplementing ECA Programs \$96,221  
 Digital Outreach \$46,721  
 Support for English Language \$44,112  
 Teaching/Learning

### Piechart Key: PD Spending by Theme

Culture Education Economics Science Military CVE  
 Democracy Civil Society Women Youth Religious Other

### Map Key

Embassy Consulate  
 American Space



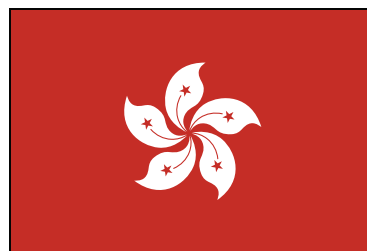
# Hong Kong

## DEMOGRAPHICS

Geographic area (sq. km.):	1050
Population:	7241700
Below 24 yrs. old:	23.60%
Refugee population:	126
Urban population:	100%
GDP/capita:	\$40,170
Unemployment:	3%
Below poverty line:	20% (2012)

## COMMUNICATIONS AND LITERACY

FH Media Freedom:	Partly Free
Internet users/100 people:	74.2
Mobile phones/100 people:	237
Literacy: (No Data)	
Avg. years of education:	16 (F: 15, M: 15)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$1,295,057 FY14 ACTUAL: \$1,361,110 FY15 PLANNED: \$1,375,169

### Total PD Spending by Theme



### Top Spending by Activity

Media/Press Activities	\$235,263
Support for Mission Initiatives	\$185,646
Cultural Programs (Post Generated)	\$173,100
Educational Initiatives (not including English Language programs)	\$113,927
Educational Advising & Promoting Study in the U.S.	\$100,723

# Indonesia

## DEMOGRAPHICS

Geographic area (sq. km.):	1811570
Population:	252812245
Below 24 yrs. old:	43.30%
Refugee population:	3206
Urban population:	53%
GDP/capita:	\$3,515
Unemployment:	6%
Below poverty line:	11% (2014)

## COMMUNICATIONS AND LITERACY

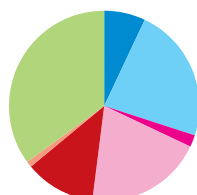
FH Media Freedom:	Partly Free
Internet users/100 people:	15.82
Mobile phones/100 people:	125
Literacy: (2011)	93% (F: 90%, M: 96%)
Avg. years of education:	13 (F: 13, M: 13)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$4,334,519 FY14 ACTUAL: \$5,113,591 FY15 PLANNED: \$3,986,120

### Total PD Spending by Theme



### Top Spending by Activity

American Centers	\$2,077,612
Alumni Outreach	\$869,838
Support for Mission Initiatives	\$640,376
Cultural Programs (Post Generated)	\$384,687
American Spaces (not centers)	\$362,170

### Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

### Map Key

Embassy	Consulate
American Space	

# Japan

## DEMOGRAPHICS

Geographic area (sq. km.): 364560  
 Population: 127131800  
 Below 24 yrs. old: 22.90%  
 Refugee population: 2584  
 Urban population: 93%  
 GDP/capita: \$36,194  
 Unemployment: 4%  
 Below poverty line: 16% (2013)

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Free  
 Internet users/100 people: 86.25  
 Mobile phones/100 people: 118  
 Literacy: (No Data)  
 Avg. years of education: 15 (F: 15, M: 15)

## PUBLIC DIPLOMACY SPENDING

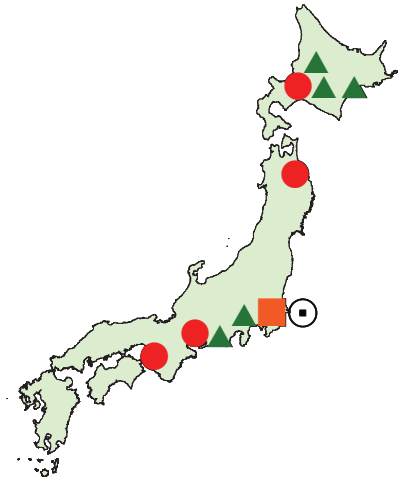
**TOTALS** FY13 ACTUAL: \$8,474,231 FY14 ACTUAL: \$8,437,195 FY15 PLANNED: \$7,967,883

### Total PD Spending by Theme



### Top Spending by Activity

Media/Press Activities	\$1,381,028
Support for Mission Initiatives	\$1,273,130
Speaker Programs (Post Generated)	\$1,184,167
Educational Advising & Promoting	\$977,928
Study in the U.S.	
Cultural Programs (Post Generated)	\$742,882



# South Korea

## DEMOGRAPHICS

Geographic area (sq. km.): 97350  
 Population: 50423955  
 Below 24 yrs. old: 27.60%  
 Refugee population: 547  
 Urban population: 82%  
 GDP/capita: \$27,970  
 Unemployment: 3%  
 Below poverty line: 15% (2013)

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free  
 Internet users/100 people: 84.77  
 Mobile phones/100 people: 111  
 Literacy: (No Data)  
 Avg. years of education: 17 (F: 16, M: 18)

## PUBLIC DIPLOMACY SPENDING

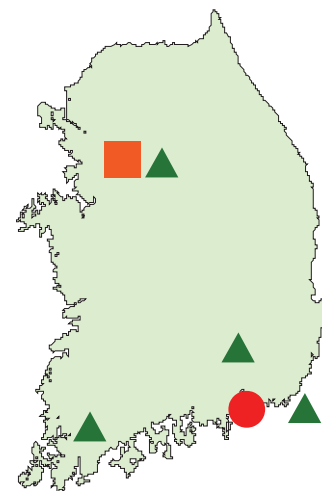
**TOTALS** FY13 ACTUAL: \$3,748,614 FY14 ACTUAL: \$4,178,311 FY15 PLANNED: \$4,133,929

### Total PD Spending by Theme



### Top Spending by Activity

Support for Mission Initiatives	\$905,429
American Centers	\$751,515
Cultural Programs (Post Generated)	\$557,444
Media/Press Activities	\$356,986
Alumni Outreach	\$278,112



### Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

### Map Key

Embassy	Consulate
American Space	

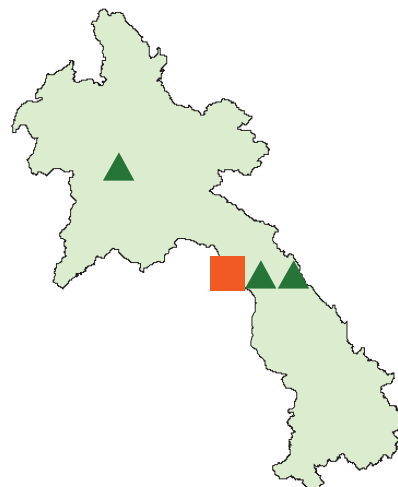
# Laos

## DEMOGRAPHICS

Geographic area (sq. km.): 230800  
 Population: 6894098  
 Below 24 yrs. old: 56.10%  
 Refugee population:  
 Urban population: 38%  
 GDP/capita: \$1,708  
 Unemployment: 1%  
 Below poverty line: 22% (2013)

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free  
 Internet users/100 people: 12.5  
 Mobile phones/100 people: 68  
 Literacy: (2005) 73% (F: 63%, M: 82%)  
 Avg. years of education: 10 (F: 10, M: 11)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$412,347 FY14 ACTUAL: \$442,800\* FY15 PLANNED: \$306,092

\*EAP Bureau Figure

### Total PD Spending by Theme

### Top Spending by Activity

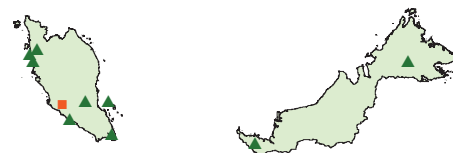
# Malaysia

## DEMOGRAPHICS

Geographic area (sq. km.): 328550  
 Population: 30187896  
 Below 24 yrs. old: 45.70%  
 Refugee population: 97513  
 Urban population: 74%  
 GDP/capita: \$10,830  
 Unemployment: 3%  
 Below poverty line: 4% (2009)

## COMMUNICATIONS AND LITERACY

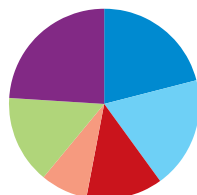
FH Media Freedom: Not Free  
 Internet users/100 people: 66.97  
 Mobile phones/100 people: 145  
 Literacy: (2010) 93% (F: 91%, M: 95%)  
 Avg. years of education: 13 (F: 13, M: 13)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$1,480,589 FY14 ACTUAL: \$1,805,280 FY15 PLANNED: \$1,350,799

### Total PD Spending by Theme



### Top Spending by Activity

Alumni Outreach \$341,988  
 American Spaces (not centers) \$279,867  
 Cultural Programs (Post Generated) \$242,259  
 Media/Press Activities \$181,491  
 Support for Mission Initiatives \$172,556

### Piechart Key: PD Spending by Theme

Culture Education Economics Science Military CVE  
 Democracy Civil Society Women Youth Religious Other

### Map Key

Embassy Consulate  
 American Space



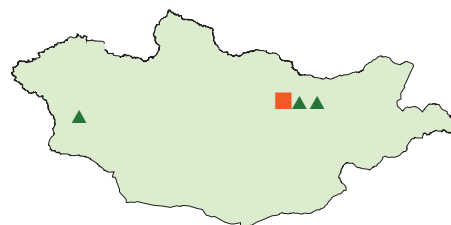
# Mongolia

## DEMOGRAPHICS

Geographic area (sq. km.): 1553560  
 Population: 2881415  
 Below 24 yrs. old: 45.50%  
 Refugee population: 9  
 Urban population: 71%  
 GDP/capita: \$4,170  
 Unemployment: 5%  
 Below poverty line: 30% (2011)

## COMMUNICATIONS AND LITERACY

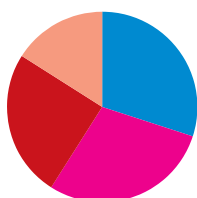
FH Media Freedom: Partly Free  
 Internet users/100 people: 17.7  
 Mobile phones/100 people: 124  
 Literacy: (2010) 98% (F: 98%, M: 98%)  
 Avg. years of education: 15 (F: 16, M: 14)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$442,540 FY14 ACTUAL: \$475,522 FY15 PLANNED: \$397,033

### Total PD Spending by Theme



### Top Spending by Activity

Support for Mission Initiatives \$141,855  
 American Spaces (not centers) \$85,316  
 Cultural Programs (Post Generated) \$65,858  
 Supplementing ECA Programs \$58,638  
 Educational Initiatives (not including English Language programs) \$39,067

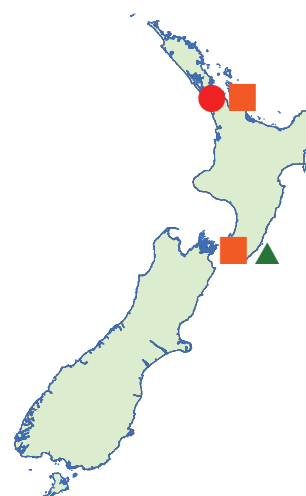
# New Zealand

## DEMOGRAPHICS

Geographic area (sq. km.): 263310  
 Population: 4509700  
 Below 24 yrs. old: 33.90%  
 Refugee population: 1403  
 Urban population: 86%  
 GDP/capita: \$42,409  
 Unemployment: 6%  
 Below poverty line: NA%

## COMMUNICATIONS AND LITERACY

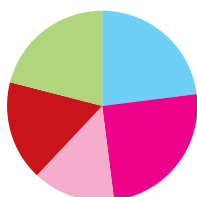
FH Media Freedom: Free  
 Internet users/100 people: 82.78  
 Mobile phones/100 people: 106  
 Literacy: (No Data)  
 Avg. years of education: 19 (F: 20, M: 19)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$1,048,990 FY14 ACTUAL: \$1,229,955 FY15 PLANNED: \$1,022,800

### Total PD Spending by Theme



### Top Spending by Activity

Support for Mission Initiatives \$450,398  
 Digital Outreach \$149,586  
 Cultural Programs (Post Generated) \$132,055  
 Supplementing ECA Programs \$124,154  
 Media/Press Activities \$78,273

### Piechart Key: PD Spending by Theme

Culture Education Economics Science Military CVE  
 Democracy Civil Society Women Youth Religious Other

### Map Key

Embassy Consulate  
 American Space

# Papua New Guinea

## DEMOGRAPHICS

Geographic area (sq. km.): 452860  
 Population: 7476108  
 Below 24 yrs. old: 54.70%  
 Refugee population: 9378  
 Urban population: 13%  
 GDP/capita: \$2,105  
 Unemployment: 2%  
 Below poverty line: 37% (2002)

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Free  
 Internet users/100 people: 6.5  
 Mobile phones/100 people: 41  
 Literacy: (2012) 63% (F: 60%, M: 65%)  
 Avg. years of education:



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$0 FY14 ACTUAL: \$318,520 FY15 PLANNED: \$317,886

### Total PD Spending by Theme

### Top Spending by Activity

American Spaces (not centers) \$82,997  
 Support for Mission Initiatives \$80,248  
 Other \$53,444  
 Supplementing IIP Programs \$24,201  
 Supplementing ECA Programs \$15,077

# Philippines

## DEMOGRAPHICS

Geographic area (sq. km.): 298170  
 Population: 100096496  
 Below 24 yrs. old: 52.70%  
 Refugee population: 182  
 Urban population: 44%  
 GDP/capita: \$2,843  
 Unemployment: 7%  
 Below poverty line: 25% (2012)

## COMMUNICATIONS AND LITERACY

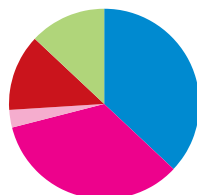
FH Media Freedom: Partly Free  
 Internet users/100 people: 37  
 Mobile phones/100 people: 105  
 Literacy: (2008) 95% (F: 96%, M: 95%)  
 Avg. years of education: 11 (F: 12, M: 11)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$1,543,052 FY14 ACTUAL: \$1,990,210 FY15 PLANNED: \$1,418,695

### Total PD Spending by Theme



### Top Spending by Activity

Support for Mission Initiatives \$1,002,881  
 American Spaces (not centers) \$266,952  
 Media/Press Activities \$141,729  
 Supplementing ECA Programs \$104,261  
 Alumni Outreach \$91,336

### Piechart Key: PD Spending by Theme

Culture Education Economics Science Military CVE  
 Democracy Civil Society Women Youth Religious Other

### Map Key

Embassy Consulate  
 American Space

# Singapore

## DEMOGRAPHICS

Geographic area (sq. km.): 700  
 Population: 5469700  
 Below 24 yrs. old: 31.20%  
 Refugee population: 3  
 Urban population: 100%  
 GDP/capita: \$56,287  
 Unemployment: 3%  
 Below poverty line: NA%

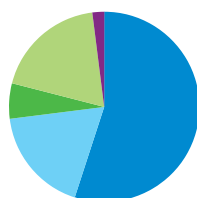
## COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free  
 Internet users/100 people: 73  
 Mobile phones/100 people: 156  
 Literacy: (2012) 96% (F: 94%, M: 98%)  
 Avg. years of education:

## PUBLIC DIPLOMACY SPENDING

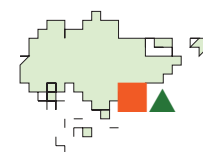
**TOTALS** FY13 ACTUAL: \$784,316 FY14 ACTUAL: \$1,105,400 FY15 PLANNED: \$957,500

### Total PD Spending by Theme



### Top Spending by Activity

Support for Mission Initiatives \$519,927  
 Cultural Programs (Post Generated) \$143,336  
 Digital Outreach \$71,292  
 Media/Press Activities \$62,241  
 Educational Initiatives (not including English Language programs) \$58,016



# Thailand

## DEMOGRAPHICS

Geographic area (sq. km.): 510890  
 Population: 67222972  
 Below 24 yrs. old: 32.60%  
 Refugee population: 136499  
 Urban population: 49%  
 GDP/capita: \$5,561  
 Unemployment: 1%  
 Below poverty line: 13% (2012)

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free  
 Internet users/100 people: 28.94  
 Mobile phones/100 people: 140  
 Literacy: (2010) 96% (F: 96%, M: 96%)  
 Avg. years of education: 13 (F: 13, M: 13)

## PUBLIC DIPLOMACY SPENDING

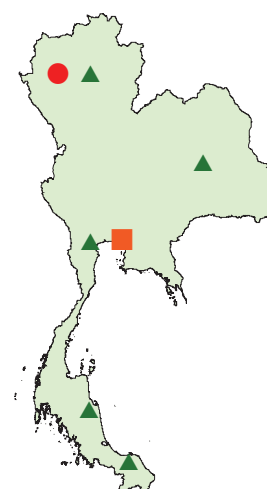
**TOTALS** FY13 ACTUAL: \$1,689,951 FY14 ACTUAL: \$1,866,209 FY15 PLANNED: \$1,532,819

### Total PD Spending by Theme



### Top Spending by Activity

Cultural Programs (Post Generated) \$435,562  
 Support for Mission Initiatives \$401,653  
 Media/Press Activities \$216,177  
 Support for English Language Teaching/Learning \$194,520  
 Educational Initiatives (not including English Language programs) \$106,406



### Piechart Key: PD Spending by Theme

Culture Education Economics Science Military CVE  
 Democracy Civil Society Women Youth Religious Other

### Map Key

Embassy Consulate  
 American Space



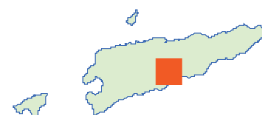
# Timor-Leste

## DEMOGRAPHICS

Geographic area (sq. km.): 14870  
 Population: 1212107  
 Below 24 yrs. old: 62.20%  
 Refugee population:  
 Urban population: 32%  
 GDP/capita: \$1,280  
 Unemployment: 4%  
 Below poverty line: 37% (2011)

## COMMUNICATIONS AND LITERACY

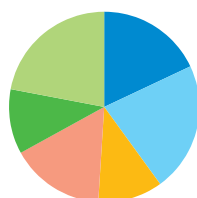
FH Media Freedom: Partly Free  
 Internet users/100 people: 1.1  
 Mobile phones/100 people: 57  
 Literacy: (2010) 58% (F: 53%, M: 64%)  
 Avg. years of education: 12 (F: 11, M: 12)



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$235,759 FY14 ACTUAL: \$133,154 FY15 PLANNED: \$200,957

### Total PD Spending by Theme



### Top Spending by Activity

Support for Mission Initiatives	\$24,315
Supplementing ECA Programs	\$24,253
Support for English Language Teaching/Learning	\$20,293
Support for Foreign Assistance Programs	\$14,097
Cultural Programs (Post Generated)	\$12,468

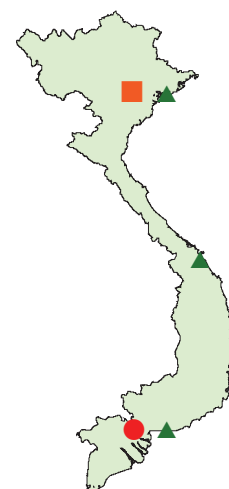
# Vietnam

## DEMOGRAPHICS

Geographic area (sq. km.): 310070  
 Population: 90730000  
 Below 24 yrs. old: 42.10%  
 Refugee population:  
 Urban population: 33%  
 GDP/capita: \$2,052  
 Unemployment: 2%  
 Below poverty line: 11% (2012)

## COMMUNICATIONS AND LITERACY

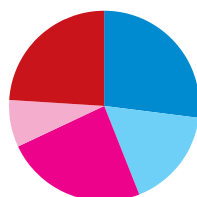
FH Media Freedom: Not Free  
 Internet users/100 people: 43.9  
 Mobile phones/100 people: 131  
 Literacy: (2009) 94% (F: 91%, M: 96%)  
 Avg. years of education:



## PUBLIC DIPLOMACY SPENDING

**TOTALS** FY13 ACTUAL: \$1,528,532 FY14 ACTUAL: \$2,868,323 FY15 PLANNED: \$1,225,391

### Total PD Spending by Theme



### Top Spending by Activity

Support for Mission Initiatives	\$1,302,306
Media/Press Activities	\$396,418
American Spaces (not centers)	\$296,379
American Centers	\$214,919
Supplementing ECA Programs	\$117,821

### Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

### Map Key

Embassy	Consulate
American Space	